

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 903447  
Sacramento, CA 94203-4470

STREET ADDRESS:  
1300 I Street  
Sacramento, CA 95814  
Telephone: (916) 323-5079

WEB SITE ADDRESS:  
<http://ag.ca.gov/charities/>

# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2002 ANNUAL FINANCIAL REPORT

(California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

849

Univision Marketing Group, Inc.

6 Lansing Square

Toronto, Ontario

M2J 1T5

Name and Address of Charitable Organization:

CT No. 117902 F.E.I.N. No. 13-5613797

American Heart Association

Name of Charity

7272 Greenville Avenue

Address of Charity

Dallas

TX

75231

City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☐

Telemarketing

held (on) (from) 2/1/2003

, 20

to 4/30/2003

, 20

(Type of Activity)

(Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)

If other, provide brief explanation

reimbursement of expenses

Fee ☐ Percentage ☐

Other ☒

### 1. REVENUE

A. Cash contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

A. 0  
B. 0  
C. 0  
D. 0  
E. 0  
Fa. 0  
Fb. 0  
Fc. 0  
Fd. 0

G. TOTAL REVENUE

0.00 G.

### 2. EXPENSES

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

A. 0  
B. 0  
C. 0  
D. 0  
E. 0  
F. 0  
G. 0  
H. 0  
I. 0  
J. 0  
K. 0  
L. 0  
Ma. 0  
Mb. 0  
Mc. 0  
Md. 0

N. TOTAL EXPENSES

0.00 N.

RECEIVED  
SEP 22 2003  
Attorney General's  
Registry of Charitable Trusts

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MAY 06 2004

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**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES****2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12590)

Page 2

3. Amount to Charity (subtract line 2N from line 1G)

0.00 3.

4. Less additional fund-raising expenses paid by charity (to be completed by charity)

0.00 4.

5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)

0.00 5.

6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)

0.00 6.

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

[ ] Yes [X] No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

Printed Name

Title

Date

Blair WilsonCEO9/11/03

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

Sherry A. Minton  
Director, Direct Response9/15/03

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

Gordon L. McCallough C.O.O.9/16/03There was no calling during this period.



\* Univision specializes in the generation of sustained, multi-year monthly donation income for its clients. Therefore this limited time financial report cannot accurately reflect the true income generated by this campaign. The true income will be higher when the lifetime of the multi-year, monthly donations are included.

\*\*Please note that this campaign was stopped by the charity due to poor results only a few weeks after it started. Complete fulfillment reports were not tracked by the charity, nor were fulfillment numbers supplied to the PFR and therefore, the results shown are the results of the only report produced before the campaign was terminated. No other figures are available.